LEO BURNETT U.S.A.
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AD# BCK185-C4 REQ# M19850 "THERE'S MORE.../TUBES" PG 4/C (5-5/8 X 7-3/4) T.V. GUIDE, 1990
Printed in U.S.A.

THERE'S MORE THAN ONE WAY TO MAKE A BUCK

Full rich flavor, not full price.

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SURGEON GENERAL'S WARNING: Smoking By Pregnant Women May Result in Fetal Injury, Premature Birth, And Low Birth Weight.

Mfr's. suggested retail price.

Kings Lights: 11 mg "tar," 0.7 mg nicotine—Kings: 14 mg "tar," 1.0 mg nicotine av. per cigarette by FTC method.

Source: https://www.industrydocuments.ucsf.edu/docs/qlln0003